



SMART SPOT:

Figuring Out Food Labels

Did you know there's a handy tool right at your fingertips to help you make smart food choices? It's the Nutrition Facts label found on most packaged foods in the supermarket.

Use it when you shop to compare the nutritional value of different products and to keep tabs on important nutrients in your diet. Take a quick tour of the label below to find out what it can tell you about the foods you eat.

Serving Size

The serving size is based on the amount of the product that people typically eat or drink. The rest of the information about the product is based on this serving size.

Servings Per Container

This is the number of servings in the package or container. Make sure to compare the serving size and number of servings in the package with how much YOU actually eat.

Calories and Calories from Fat

Calories provide a measure of how much energy you get from a serving of this food. Eating more calories than you use is linked to overweight and obesity. The label also tells you how many of the calories in one serving come from fat.

Limit these Nutrients

This section shows how much fat, saturated fat, trans fat, cholesterol and sodium are in a serving of the product. Eating too much of these nutrients may increase your risk for heart disease, some cancers or high blood pressure.

Total Carbohydrate

This is the total amount of carbohydrate in a serving of the product. The amounts of two types of carbohydrate—dietary fiber and sugars—are broken out below.

Nutrition Facts			
Serving Size 1 oz. (28g/About 11 crisps)			
Servings Per Container 10			
Amount Per Serving			
Calories	110	Calories From Fat	15
% Daily Value*			
Total Fat	1.5g		2%
Saturated Fat	0g		0%
Trans Fat	0g		
Cholesterol	0mg		0%
Sodium	150mg		6%
Total Carbohydrate	23g		8%
Dietary Fiber	2g		6%
Sugars	2g		
Protein	2g		
Vitamin A	0%	•	Vitamin C 2%
Calcium	4%	•	Iron 2%
Thiamin	4%	•	Niacin 6%
Vitamin B ₆	4%	•	Phosphorus 8%
Zinc	2%		
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram:			
Fat	9	•	Carbohydrate 4 • Protein 4

Get Enough of these Nutrients

This section shows how much dietary fiber, vitamins A and C, calcium and iron are in a serving of the product. Eating enough of these nutrients can improve your health and help reduce the risk of some diseases and conditions. Other nutrients may be listed as well.

% Daily Value

The % Daily Value shows you how much of the recommended daily amount of a nutrient, such as fat or calcium, is in a serving of the product.

The % Daily Values for fat, saturated fat, carbohydrate and fiber are based on recommendations for a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

The % Daily Values for cholesterol, sodium, vitamins A and C, calcium and iron are pre-set values that are the same for all adults.

Try to limit your total daily intake of fat, saturated fat, sodium, and cholesterol to less than 100% of the Daily Value.

Try to reach 100% of the Daily Value for fiber, vitamins A and C, calcium and iron. Trans fat and sugars do not list a % Daily Value. To limit these in your diet, compare the labels of similar products and choose the food with the lowest amount.

Daily Values Footnote

The footnote tells you that the % Daily Values for a serving of the product are based on a 2,000 calorie diet. The numbers below are Daily Values for key nutrients for 2,000 and 2,500 calorie diets.

Nutrition Facts

Serving Size 1 oz. (28g/About 11 crisps)
Servings Per Container 10

Amount Per Serving

Calories 110 Calories From Fat 15

% Daily Value*

Total Fat 1.5g **2%**

Saturated Fat 0g **0%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 150mg **6%**

Total Carbohydrate 23g **8%**

Dietary Fiber 2g **6%**

Sugars 2g

Protein 2g

Vitamin A 0% • Vitamin C 2%

Calcium 4% • Iron 2%

Thiamin 4% • Niacin 6%

Vitamin B₆ 4% • Phosphorus 8%

Zinc 2%

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories: 2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Look For the Smart Spot™

The Smart Choices Made Easy symbol appears on over 100 PepsiCo products and indicates that the product meets one or more of PepsiCo's Smart Spot nutrition standards. For more information on these standards visit www.smartspot.com.

Sources

U.S. Food and Drug Administration Center for Food Safety and Applied Nutrition.
Guidance on How to Understand and Use the Nutrition Facts Panel on Food Labels.
Available at: <http://www.cfsan.fda.gov/~dms/foodlab.html#see3>. Accessed July 7, 2004.